

10655549 - GAU: 3688

EFS-Web Receipt date: 11/07/2007

PTO/SB/08a (04-07)

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

1

of

2

Complete if Known

Application Number	10/655,549
Filing Date	September 4, 2003
First Named Inventor	David William Roth
Art Unit	3622
Examiner Name	James W. Myhre
Attorney Docket Number	

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/J.M./	AA	US- 5,347,632	09-13-1994	Filepp et al.	
	AB	US- 5,737,619	04-07-1998	Judson	
	AC	US- 5,754,938	05-19-1998	Herz et al.	
	AD	US- 5,754,939	05-19-1998	Herz et al.	
	AE	US- 5,774,868	06-30-1998	Cragun et al.	
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/J.M./	AM	US- 6,385,592	05-07-2002	Angles et al.	
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				

Examiner
Signature

/James Myhre/

Date
Considered

04/16/2008

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/J.M./	BA	US- 4,703,423	10-27-1987	Bado et al.	
	BB	US- 4,789,928	12-06-1988	Fujisaki	
	BC	US- 5,105,184	04-14-1992	Pirnai et al.	
	BD	US- 5,305,195	04-19-1994	Murphy	
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	BF	US- 5,584,025	12-10-1996	Keithley et al.	
	BG	US- 5,684,963	10-04-1997	Clement	
	BH	US- 5,710,884	01-20-1998	Dedrick	
	BI	US- 5,721,827	02-24-1998	Logan et al.	
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/J.M./	BK	US- 5,740,549	04-14-1998	Reilly et al.	
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/James Myhre/

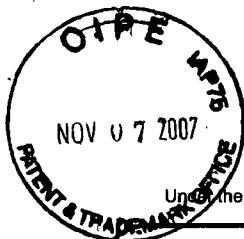
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Sheet

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Complete if Known

Application Number

10/655,549

Filing Date

September 4, 2003

First Named Inventor

David William Roth

Art Unit

3622

Examiner Name

James W. Myhre

Attorney Docket Number

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./	CA	Frook, John Evans, "Web sites sell ad space through auction--Despite industry skepticism, Individual Inc. and Netscape try out new strategies", Interactive Age, v2, n20, p. 5, 2 pages Jul. 1995	
/J.M./	CB	Article by Toland, P., entitled "CNET: The Computer Network Unveils Revolutionary Internet Advertising Tool That Allows Customer Banner Ad Delivery Based on Demographic Information", PR Newswire, Dateline: San Francisco, Dec. 6, 1995 (3 pages).	
/J.M./	CC	"Sites Dip Into Cookies to Track User Info", 2 pgs, Obtained from Internet site http://www.webweek.com printed from Internet Aug. 5, 1996	
/J.M./	CD	"Cybertimes Start Ups Plot to make the Web Comfortable for Advertisers" 4 pgs Obtained from Internet site http://www.netgravithy.com printed from Internet Mar. 28, 1996	
/J.M./	CE	Click here for DoubleClick Information Request Form et. seq." 77 pgs, Obtained from Internet site http://www.doubleclick.net printed from Internet Aug. 4, 1996	
/J.M./	CF	"Focalink Welcome to Focalink" 34 pgs. Obtained from Internet site http://www.focalink.com etc. printed from Internet Aug. 8, 1996	
/J.M./	CG	"About Worldata Worlddata Information Marketing Services", 48 pgs. Obtained from Internet site http://www.worldata.com printed from Internet Sep. 3, 1996	
/J.M./	CH	Imgis AdForce Features and Benefits: 12 pgs Obtained from Internet site http://www.imgis.com printed from Internet Jul. 28, 1996	
/J.M./	CI	"Narrowline Announces 'Brought To You By' - An Internet Advertising Transaction System Now Entering Pilot Period", PR Newswire, Dec. 20, 1996, 2 pages	
/J.M./	CJ	Brian Black, "Giant Steps; Flycast"; Database Programming and Design, Jan. 1997, 4 pages	

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Date
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Substitute for form 1449B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	10/655,549
				Filing Date	September 4, 2003
				First Named Inventor	David William Roth
				Art Unit	3622
				Examiner Name	James W. Myhre
Sheet	2	of	4	Attorney Docket Number	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./	DA	Wikipedia, "Ebay", printed from the Internet 11/23/2006, 8 pages	
/J.M./	DB	Japanese Document, A Multi Agent Approach to Service Integration, Technical Report of the EICE AI-96-23 (1996-11) of Japan, Vol. 96 Issue No. 346, Ueno et al., November 2, 1996 p. 9-16	✓
/J.M./	DC	Japanese Document, An Agent-based Approach to Autonomous Vehicles Scheduling, OKI Electric research and development, OKI Electric, Japan, Vol. 63, Issue No. 3, Unoki et al., July 1, 1996, pp. 79-84	✓
/J.M./	DD	Japanese Document, Marketing Strategy of E-commerce, Diamond, Japan, YASUDA, Ryuji, December 5, 1996, P. 174	✓
/J.M./	DE	Japanese Document, A New Advertising Business Framework in the 1:1 Marketing, Technical Report of the Information Processing Society of Japan, Vol. 37, Issue No. 6, Kohda et al. June 15, 1996, pp. 1235-1236	✓
/J.M./	DF	Japanese Document, A Method of Knowledge Escription for Multi Agent System, Forum in 1996 of JSAI, Japan Society for Artificial Intelligence, Matsuda et al., June 27, 1996 p 131-134	✓
/J.M./	DG	Official Notice in corresponding Japanese application dated 2/28/06, 11 pages	
/J.M./	DH	Official Notice in corresponding Japanese application dated 2/28/07, 7 pages	
/J.M./	DI	Examiner Requisition in corresponding Canadian application dated 3/5/03, 3 pages	
/J.M./	DJ	Examiner Requisition in corresponding Canadian application dated 4/19/05, 5 pages	

Examiner Signature	/James Myhre/	Date Considered	04/16/2008
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				Examiner Name	James W. Myhre
Sheet	3	of	4	Attorney Docket Number	

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/J.M./	EA	Roth's Transmittal of Preliminary Statement, paper 27, Interference No. 104,443, 19 pages, 8/15/200	
/J.M./	EB	Roth's Preliminary Motion No. 1, paper 21, Interference No. 104,443, 13 pages, 8/15/2000	
/J.M./	EC	Roth's Preliminary Motion No. 2, paper 22, Interference No. 104,443, 24 pages, 8/15/2000	
/J.M./	ED	Roth's Preliminary Motion No. 3, paper 23, Interference No. 104,443, 18 pages, 8/15/2000	
/J.M./	EE	Roth's Preliminary Motion No. 4, paper 23, Interference No. 104,443, 13 pages, 8/15/2000	
/J.M./	EF	Roth's First Declaration of Heidi K. Carson, paper 24, Interference No. 104,443, 36 pages, 8/14/2000	
/J.M./	EG	Sundby's Opposition to Roth's Motion No. 1, paper 29, Interference No. 104,443, 7 pages, 9/25/2000	
/J.M./	EH	Opposition to Roth's Motion No. 2, paper 30, Interference No. 104,443, 6 pages, 9/25/2000	
/J.M./	EI	Opposition to Roth's Motion No. 3, paper 31, Interference No. 104,443, 2 pages, 9/25/2000	
/J.M./	EJ	Opposition to Roth's Motion No. 4, paper 32, Interference No. 104,443, 3 pages, 9/25/2000	

Examiner Signature	/James Myhre/	Date Considered	04/16/2008
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/J.M./	EK	Reply Brief Relating to Roth's Motion No. 1, paper 33, Interference No. 104, 443, 8 pages, 10/17/2000	
/J.M./	EL	Reply Brief Relating to Roth's Motion No. 2, paper 34, Interference No. 104, 443, 4 pages, 10/17/2000	
/J.M./	EM	Reply Brief Relating to Roth's Motion No. 3, paper 35, Interference No. 104, 443, 3 pages, 10/17/2000	
/J.M./	EN	Reply Brief Relating to Roth's Motion No. 4, paper 36, Interference No. 104, 443, 3 pages, 10/17/2000	
/J.M./	EO	Roth's Motion No. 5, paper 37, Interference No. 104,443, 8 pages, 12/18/2000	
/J.M./	EP	Sundby's Opposition to Roth's Motion No. 5, paper 41, Interference No. 104,443, 3 pages, 1/2/2001	
/J.M./	EQ	Order to Dismiss Motion No. 5, paper 40, Interference No. 104,443, 2 pages, 1/2/2001	
/J.M./	ER	Roth's Notice of Withdrawal of Motions Nos. 1-4, paper 42, Interference No. 104,443, 2 pages, 1/10/2001	
/J.M./	ES	Judgment, paper 44, Interference No. 104,443, 2 pages, 1/12/2001	
/J.M./	ET	Examination Report in corresponding European application, dated 8/16/06, 3 pages	

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